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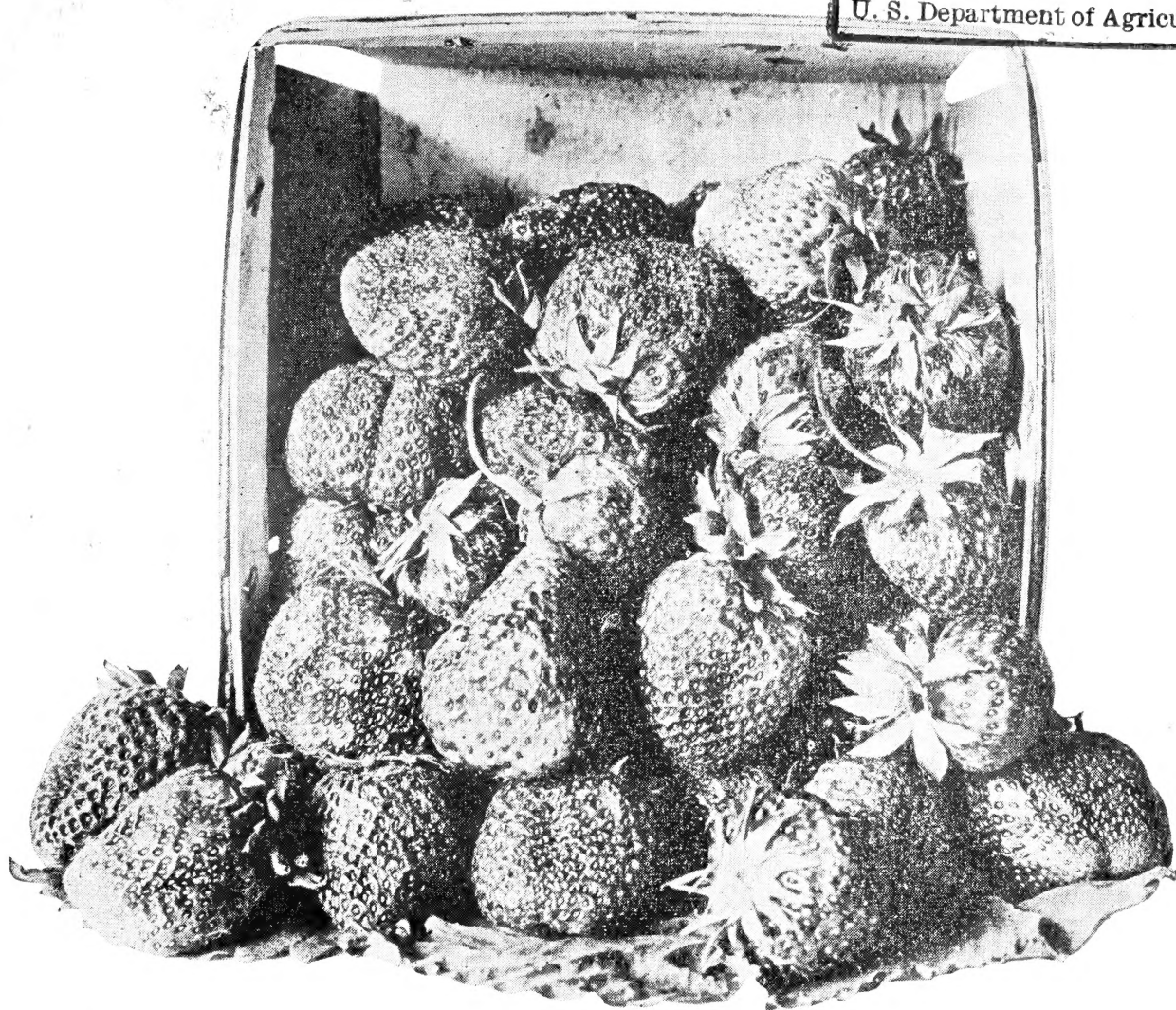
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U. S. Department of Agriculture



Jones' 1951 Catalog of
SELECT STRAWBERRY PLANTS

==== Grown by =====

J. W. JONES & SON
FRANKLIN, VIRGINIA



A load of our plants at the Express Office here. Note the slatted crates. Plenty of air for crowns of plants.

For fifty years we have been selling Strawberry plants by catalogue only, filling orders with true-to-name, high grade stock. We can sometimes ship during January and February, depending on the severity of winter, but after March first we are able to dig and ship daily until May first. After May first we can ship out a limited number of orders at purchaser's risk.

We will always replace anything that may reach you in bad condition, providing the transportation company has given it proper dispatch. If it has been too long on the road refuse to receive it. We will then refill your order and get our pay from the Express Company.

We would prefer Bank Draft or P. O. Money Order in payment of plants, for please remember that our terms are Cash with Order. We cannot undertake to do a credit business at the price at which our plants are sold. To serve you at the lowest cash price is, we believe very distinctly to your advantage. We will book your order and hold the plants a reasonable time awaiting your remittance.

All our plants are carefully cleaned and tied in bunches, labeled, (counted as 25), neatly packed in slatted crates, none of which are more than 12 inches deep, and all of which are 12 inches wide. A Certificate of Inspection accompanies each package. We have an absolutely clean bill of health.

WE HAVE A MUCH LARGER QUANTITY OF PLANTS THIS YEAR THAN LAST AND WILL BE ABLE TO HANDLE ALL ORDERS WITH FINE STOCKY PLANTS.

We appreciate your business and will do our best to please you, and feel sure we can.

Respectfully,
J. W. JONES & SON.



A bunch of our plants opened for inspection.

Some Musts

1. **There must be a good soil.** This is a primary necessity. Only good plants can be produced in a proper soil environment. But even as important, when plants are to be **dug for shipping**, it must be a soil that is porous enough so that all the **small roots** can be removed with the plants. Only a sandy soil has this requirement. In any naturally compact soil many of the roots will be broken off, even when the utmost care is used in digging them.
2. **There must be good healthy growing conditions available.** And as a recognized and very important factor in this respect this demand can only be met in a soil that is free from disease incidental to strawberries. It is now known that continued use of the same soil in growing plants tends to increase the presence of disease in them. As a matter of fact, there are some locations that have become so obviously infected that plants can no longer be grown in them. Beyond all question a completely virgin soil is the best that is procurable.
3. **There must be care in handling the plants so far as exposure to sun and air are concerned.** Late in the season this is a very important matter. A perfectly good plant may have its vitality greatly impaired and sometimes may be killed outright by laxity in not keeping the roots covered and moist, from the soil to the packing crate.
4. **They must be carefully and scientifically packed.** Too much emphasis cannot be placed on this. All the above enumerated factors may be present and then if the packing is poor, plants are destined to reach destination in poor condition. **They should be moist, but not too wet.** The crowns should have air. They should be firm in the crate, so the roots will not get the air. A good grade of moss should be used.



Setting plants in our fields. If help is not plentiful, one row plant setting machines are indicated.

Some Advice on Growing Berries

It will be understood that these suggestions about the growing of strawberries are intended for beginners only, since those who have had experience will know quite as much about it as we do, and in relation to their particular locality, more. The matted-row system is the one by which at least 95% of all berries are grown, that is to leave just about all the runners produced to make plants, leaving only enough room in the alley for the convenience of the pickers. However, thinning for the rampant plant makers is an imperative necessity if one is to get fruit of good size and appearance.

SELECT WELL DRAINED SOIL. The fundamental element of success in growing any crop is the selection of soil. Strawberries need a strong, well-drained location, but at the same time, the land should be as retentive of moisture as it is possible to have it. Strawberries suffer more from dry weather than from any other cause and therefore a moist soil always contributes to success. Grow cowpeas on land the previous year to planting strawberries if it is possible, where they are not practicable, sow rye in the early fall and plow under early the next spring, as strawberries need a soil full of humus. It holds the moisture and makes them grow and bear much better.

DISTANCE TO PLANT. Make your rows $3\frac{1}{2}$ to 4 ft. apart and set plants from 15 inches to 30 inches apart in the rows, depending on the variety. Blakemore, a prolific plant maker, will get too thick quit often if set 30 inches. Fairland, Sparkle, Premier, Fairfax and most midseason kinds will usually make a proper bed if planted 2 feet apart. Red Star and Catskill 18 inches. We run our furrows with a double row marker, sow fertilizer down the furrow at the rate of 400 to 500 pounds to the acre, and then make a sharp list with a two-horse machine, striking down this bed nearly level of the field with a small drag and you will be ready to set plants.

CAREFUL WITH FERTILIZER

We desire to warn our friends against the too heavy application of commercial fertilizers to young Strawberry plants. It is dangerous in the extreme. Many plants have been injured and often killed outright, but 400

or 500 pounds will not hurt them, provided it is well scattered and then cultivated in before setting the plants. We recommend raw or dissolved bone meal as the best for strawberries, if obtainable, or a mixed fertilizer of about the proportion of 9-6-3.

SETTING PLANTS

There are many methods of setting the plants. No particular method has advantage over another except in the saving of labor. The important thing is to get your plants in the ground the same depth as they grew in the original bed, and to pack the dirt firmly around the roots. This done there is little choice as to the method of doing it. The cultivation is always important and should be started as soon as the planting is finished. If one will take the trouble to destroy all grass and weeds the year previous on land to be planted to strawberries, it will be found to pay handsomely, as the seeds thus destroyed will not be in your berry beds to plague the grower and run up the cost of hoeing. Keep them clean until frost, hoe shallow so as not to disturb the roots, and success is assured. One other bit of advice: until July 1st, remove all blossoms from the young plants. It will pay well in increased health and vigor.

FALL PLOWING BEST

One of the most destructive pests known to berry growers is the June Bug larvae, or common grub worm. Use land that has grown cultivated crops for two years previous to setting the plants, and then plow as late in the fall as possible. This hardly ever fails to control them.

DISEASES

Strawberries do not suffer from as many ailments as do most of the other fruits. Perhaps the worst of all foes are the "leaf spot" and leaf scorch." The first is rarely very serious, but the "sorch" may be serious as to kill the entire foliage and sometimes the plants. The accepted remedy is to spray with Bordeaux Mixture as soon as the leaves attain any size in the Spring and to repeat as often as necessary so as to keep the leaves healthy until the crop is picked.

THINNING

For best results beds should never be too thickly set with plants. It has always been observed that the plants along the edges bear the most berries and of the best size, but it has now been determined that for the largest crop each plant should have at least thirty six square inches of space, that is they should be six inches apart in all directions. Obviously it will be difficult to make such spacing exact, but in general such approximate room will be found to pay. It should be borne in mind that this must be done early so the plants will attain the larger growth the wider spacing will give them. Such attention will cost, but in the end it will pay.

STRAWBERRIES AND LIME

It has always been assumed that strawberries require an acid soil for best results. It is now definitely determined that this is no longer true, especially if the organic matter in the soil is low. A series of experiments conducted by the Virginia Truck Experiment Station show that the yield is increased five times in a soil that has the proper lime content (pH 6.2) over a soil very definitely acid (pH 4.4 pH 4.6). Plants that were transplanted to the very acid soil did not grow well and many of them died after getting a slow start. Those that lived did not make a normal number of runners and their growth was greatly retarded. Further, those that lived and grew did not produce anywhere near a normal crop of berries the following season.

Of course in the natural limestone sections, the probabilities are that no lime will ever be needed, but those who do not live in these favored localities will be wise in having their soil tested for acidity if the planting of strawberries is contemplated. It must be borne in mind that there is the danger of overliming which also reduces the yield, for that reason we strongly suggest that our customers get in touch with their State Experiment Stations and have the soil to be planted in berries analyzed. It will be possible to apply exactly the proper amount of lime for best results. If this scientific analysis is not possible for you.

experiments suggest that any soil that does not contain enough lime to grow Red Clover successfully is too acid for berries. In fact, the only crop, in expert opinion, that very definitely needs more lime in the soil than berries is Alfalfa.

EARLY PLANTING

We should like to emphasize the great value of early setting of your plants. Even if all conditions are not favorable, we are convinced that the earlier that plants are gotten in the ground the better the chances of success. For one thing the earliest plants set by the parent plant, (if not too crowded by later growth) will always produce the best and largest fruit. The best thing to do is to get the early plants well rooted and then consistently keep the later runners off. This involves a considerable outlay of labor, but the day of shiftless cultivation of any crop has passed. Those who use down to date methods will show profits when failure marks the effort of the grower who is not willing to expend time and energy on his plantings.

MISTAKES YOU CAN MAKE

Of course we want to sell you your berry plants for this year, That is why we are sending you this little booklet, but really we are genuinely interested in your success, for the success of our customers is the basis of any success we may possibly achieve. May we point out that you can make a mistake:—

1. By paying more than good true-to name and carefully packed plants are really worth. If you do not send us your order, you may pay more but you cannot buy better.
2. By failure to get your plants in time to set early, for an early planting is a big start on the road to success. Order early and have them shipped as early as there is a reasonable prospect of using them. The way ours are packed they will keep, if placed where it is cool and damp, for several days after arrival.
3. By digging your own plants and denying the variety you grow the advantage of a change of soil and climate, so often of such great advantage to them.
4. By failure to get stock true-to name. You want what you buy. We use our utmost endeavor to safeguard our customers in this respect, and believe that 99 percent of all that we have ever shipped was true-to-label.
5. By setting plants not grown for plants alone. From us you get the whole bed, and from a warm, sandy soil. No short broken roots.
6. By buying any except fresh dug and well packed stock. We do not store except for short periods and we do pack carefully in plenty of damp moss and in slatted crates that give the crowns plenty of light and air.
7. By trying to get plants below the cost of production for good true-to name stock.
8. By a failure to select a proper soil, for every berry grower of extensive experience has found that frequently his berry plants have refused to grow. As a rule he has erroneously attributed this to disease in the plants, especially if they have been purchased rather than propagated by himself. Experiments have convinced many growers that the real trouble is in the soil itself, that there are certain places where it is practically impossible to grow berries successfully. Whether this refusal of berry plants to grow in these given places is due to the lack of a certain bacteria or plant food, or whether the soil contains some poison that kills the plants, is a moot question as yet, and one that number of State Experiment Stations are now at work on. We strongly suggest that if you are having trouble you have your soil tested for acidity.

Our life-long experience in growing Strawberries has taught us, however, that a number of kinds are practically immune from trouble on any soil, while there are others that have to be planted on favorable soils or they refuse to grow. In order that our friends may have the benefit of our experience we propose to call attention to those kinds which will grow anywhere. You may count on Fairland, Blakemore, Premier, Temple, and Sparkle giving a good bed, if any in existence will.



Setting plants on our farm forty years ago. J. W. Jones, founder of the business, is at right.

The Big Three

On pages 8, 9 and 10 of this catalog there are descriptions of what we believe to be the best varieties in existence today; Blakemore, Premier and Temple.

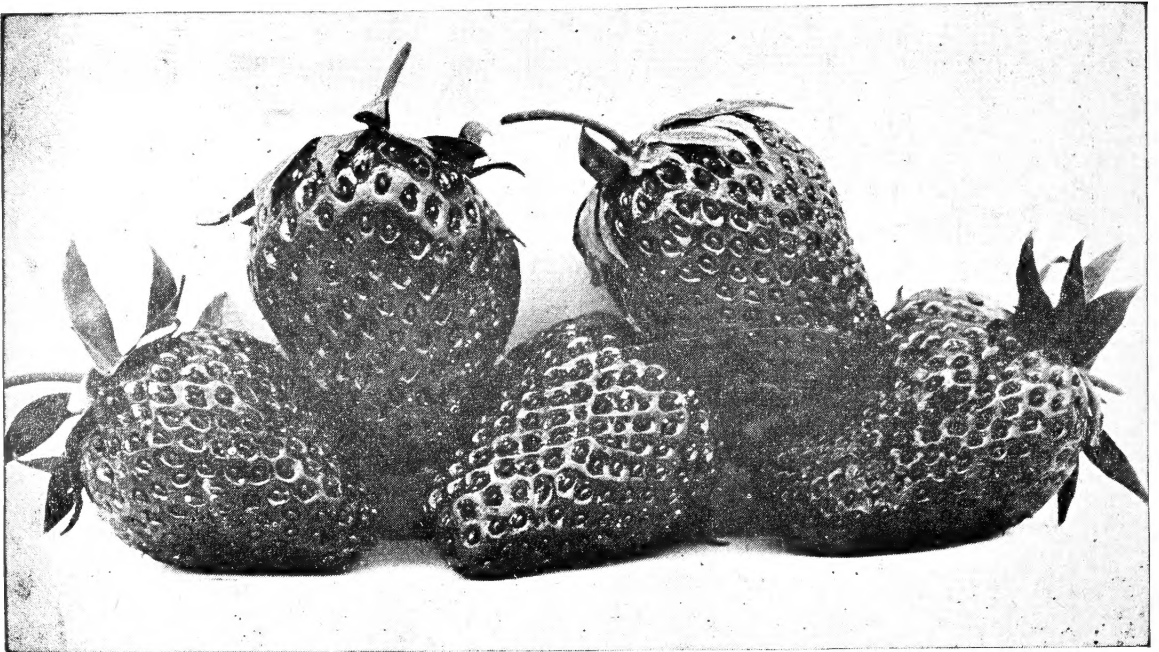
They possess all the elements that make for success: vigor of growth, productivity, stamina at fruiting time, freedom from disease, and what is most important, the handsome appearance that always commands the highest price.

Of the three, Premier is the most popular. It is early, productive and a success under all conditions of soil and climate, but Temple may replace place it in our opinion, certainly in some localities.

We feel that a mistake is made when a long list of varieties is planted. Differing widely in general appearance, different varieties do not crate up well together, pickers are not satisfied to gather carefully the smaller and less productive kinds. Many of them are inferior in some particular, hence we unhesitatingly recommend these three of tested merit and unquestioned superiority. Of course, if it has been demonstrated that for your special situation of either soil or market that other kinds are best, we will be glad to fill your order.

BIG YIELDS

Writing for a large berry grower's association in Floyd County, Indiana, Mr. William Scott, secretary-treasurer says "Please quote us prices on Premier strawberry plants in lots of 50 to 100 thousand. Our growers have had wonderful success with your plants. Some have had yields as high as 100 24-quart crates per 1000 plants of setting. Thanking you." This too, is old, but our plants still give the same results.



A good representation of Blakemore. The best for shipping

Blakemore For many regions of the north this does not do well, but in all southern areas it is the best there is. **Where it does well it is the best early shipping berry ever grown.** Its area is the southern states and as far north as southern New Jersey, West Virginia, and Kentucky.

PLANT GROWTH

Generally speaking it grows with great vigor. The only weakness it has is the tendency to "Yellows". Where this is found the affected plants will not bear more than fifty percent of a crop. **We have the A. D. "Yellows" free stock, but some seasons it still shows up.** The Blakemore make too many plants as a rule, so it is advisable to set them two to three feet apart in the row. If this does not keep them thin enough, thinning will have to be resorted to, as they will not bear a full crop if too thick set in the beds.

COLOR

When it first ripens the color is rather light, but if left on the vines a day or two longer the color deepens and the beauty of the berries is greatly enhanced.

FIRMNESS

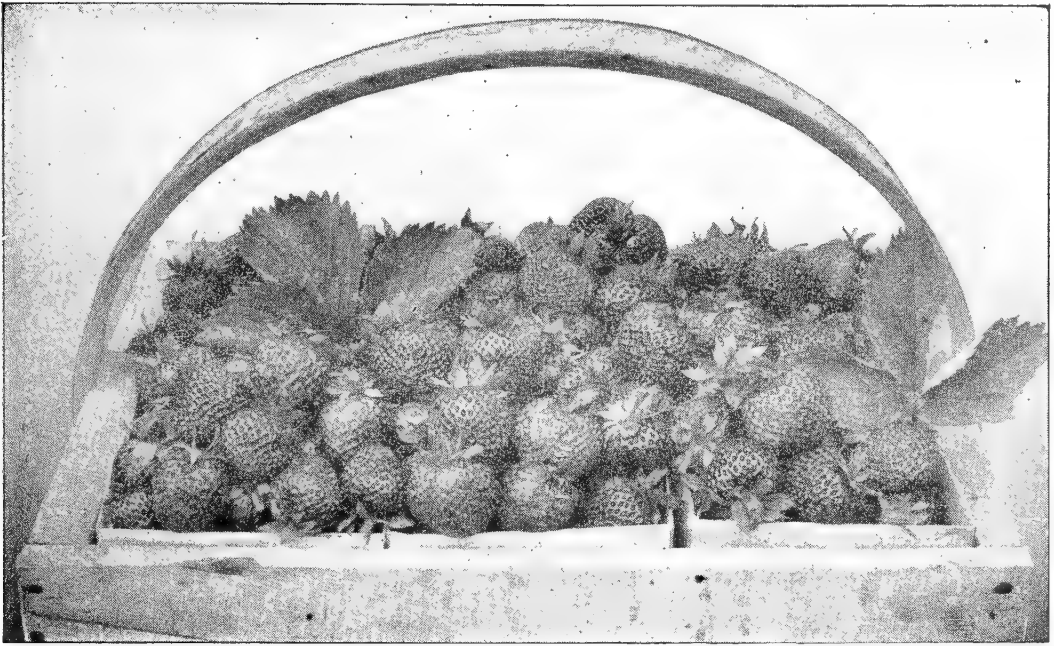
Unquestionably it is the best keeping strawberry ever grown. Buyers prefer it to almost any kind ever offered for sale. Grocers and fruit stands like it because its appearance holds up. What is not sold today will be in excellent condition for tomorrow.

QUALITY

When it first ripens it is quite tart, but if left on the vines for a day longer the quality greatly improves. It never gets to be among the very best, but it is quite good when fully ripe.

PRODUCTIVENESS

When allowed to get too thick it does not produce well, but if kept thin in the beds it will bear a good crop.



An excellent representation of the Temple strawberry

Temple More of this is now being planted than any on the list, with the exception of Premier. Whether it will ever take the place of that great old variety is a question. If it always did as well, as it sometimes does, it would without doubt do so. We have seen some very remarkable crops of it. We have seen some marked failures. This has not only been our observation, but it seems to have been the experience in nearly all sections. Here we have had more and better berries from it than any except the Premier. The plant growth is all that could be desired. It always makes a good bed, but is never too thick. The foliage is healthy all through that season. It does not suffer from any known disease that strawberries are subject to. The plants hold up well when the crop is on. It will grow in very thin soils, but does better where there is abundant fertility.

The berries are even in shape and have a nice color, with enough firmness to ship well. It does not ripen its crop as rapidly as does the Premier, but the size is very well maintained throughout the picking season.

The caps stay green, which gives it a very handsome appearance when crated. All in all Temple is the best there is for the Premier area up to now, but as above stated it may fail. It sometimes does.

We have never gotten out an elaborate catalogue. The reason being that, the cost would have to be added to the price of the plants. We have felt that our customers had rather save the money than to see a fancy booklet. We do try to make it reliable and helpful to our many friends.

Our prices are lower than a good many. This does not mean the plants are inferior. For fifty years we have been selling to some of the same families. We take it that this is evidence that our plants please.

"They are grown right: packed right: priced right. You may pay more, you can't buy better".



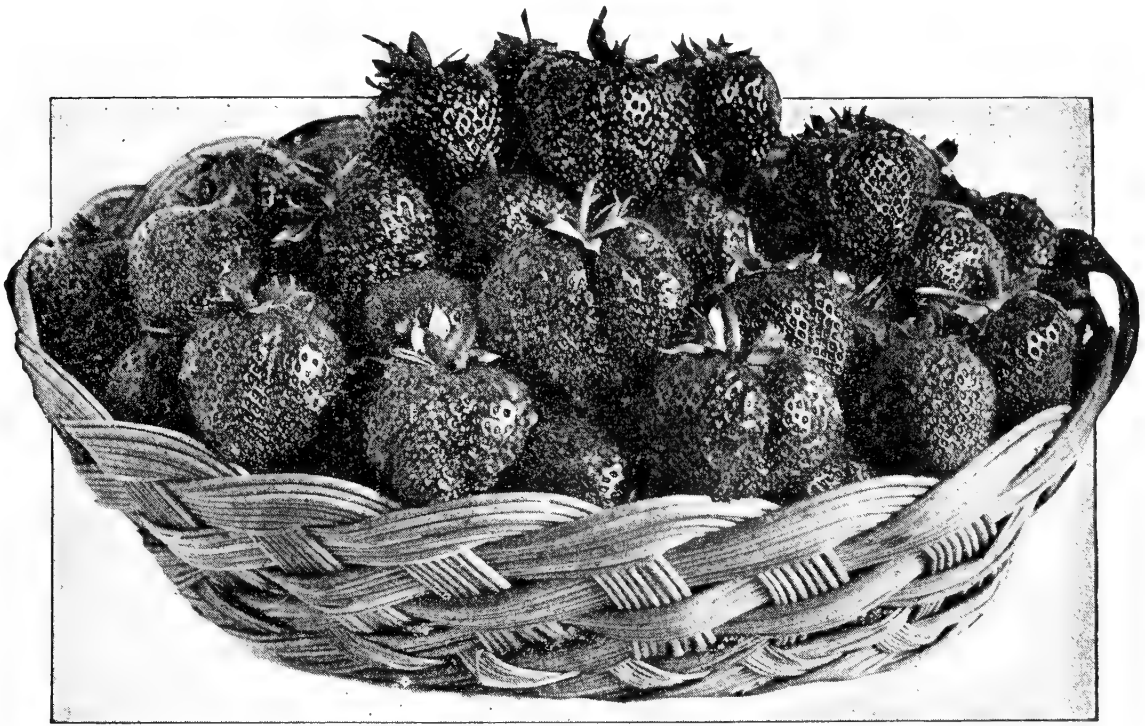
A field of our Premier for 1951 digging, with Phoebe Jones, in center now managing the business, and grandson of J. W. Jones who died in 1927 after 60 years in the strawberry business, his first venture being being one acre in 1867.

Premier Of all berries ever introduced Premier has been more nearly ideal than any we have ever grown. Before the introduction of Fairfax it was beyond all question the best early variety ever offered the American public. For several years now in spite of manifold adverse conditions it has produced enormous crops. In other years when other kinds were failing on account of lack of moisture Premier was still on the job. It is a good grower, making plenty of stocky, heavily rooted plants, but not inclined to get too thick, you always have a bed that is just about right. It is tremendously productive of good sized berries, and no matter how many kinds there are in the market Premier always brings a good price if there is not too much rain in the picking season. It does not matter where you live we can recommend Premier, as reports from all sections agree in placing it at the head of the list. The weakness it has is a failure to ship well when there is a heavy rain during the ripening season, but if it is fairly dry and cool Premier is one of the best ever grown.

PLANT SELECTION

Premier is so popular and seems destined to remain so for such a long period that we are continuing a plan to preserve and possibly improve the stock.

We are not pedigreeing anything; not claiming to do so. What we are doing is to set a block of plants very thick in the row and then to carefully cut out thru the growing season all plants that show any signs of weakness in any way, leaving for propagation purposes only the very strongest and most healthy specimens. By this method we feel confident that we will be able to indefinitely secure a vigorous and healthy stock of the most popular strawberry that has ever been grown. It is needless to say that these plants will not have any special price tag placed on them. It is really being done for our own protection well as for that of many of our customers. Premier is a great berry; we are going to try to keep it so.



Some Old Some New

Catskill

Has been great, but we are frank to say that it seems definitely on the wane in popularity. When it does well, it is the best midseason kind. If you have continued success with it, of course you will plant it. If you are not sure, plant it only in limited quantities, is our advice.

Fairfax

One of the older kinds. Grows few plants in most locations. Fine quality, in fact unequaled in flavor. It does not seem to be doing as well for us, as it did in past years. Plants large and well rooted. Early and sells well.

Fairland

If this proves productive enough, it will be very widely planted. Surely in plant growth it leaves nothing to be desired. Here with us it grows quite as well as Temple, which is the acknowledged standard of excellence in that regard. It is probably the firmest of the newer kinds, and on account of the light color, well carried after picking, it should be in fine demand among grocers. In the New England states it has, in some cases, produced very heavy crops. In time of ripening it is midseason, being just a little later than Premier. We do not hesitate to advise all our friends to try it, especially north of the Mason Dixon line.

We have a very fine strain and a very fine supply of the plants, and can supply you in any quantity.

It looks like strawberries will be in fine demand for many years to come. Plan to plant your usual acreage this year. Only those who stick when the going is hard reap the harvest.



There is no doubt about it, our plants do make good eds

Big Joe Old, mid-season variety. Losing favor to Fairland and Temple. We have a few nice plants.

Red Star Unquestionably the best very late kind. It makes very large, robust plants that are always healthy and deep rooted. This enables them to bring to ripening a good crop of very large berries that on account of being late always find a ready market. If you wish to include a late kind in your list order Red Star. Our supply is limited.

Robinson New and from Michigan. Vigorous grower, healthy foliage. Berries small here. Fairly productive. Doing well in the Mid - West.

Sparkle This is a very fine one to, at least, give a trail. We have felt that it was the best of the Fairland, Temple, Sparkle combination. These have the distinction of being free from red stele, which for so long a time has wrought havoc with plant vigor at the ripening season.

The Sparkle is the latest of this trio and, while only medium in size, is the best in appearance of the lot. The berries are round and even in shape, fairly firm, has a high freezing rating, and a very glossy surface. The time of ripening is somewhat later than Premuim, and it remains in bearing for a long season. We have seen at least one crop of the Sparkle on very light sandy land that looked fine and where there was a good crop of berries on the vines.

If you have not tried it, do so. If you have you know better than we can tell you whether it has value for your situation.

J. W. JONES & SON

STRAWBERRY PLANTS

FRANKLIN, VIRGINIA

Send to _____ **R. F. D.** _____

Post Office _____ Box _____

Ship by Parcel Post ().

Ship by Express (). Shipping Station_____

County or Street _____ State _____

Date of this order _____ 1951 Ship about _____ 1951

Amt. Enclosed: Check \$_____ Money Order \$_____ Stamps \$_____ Cash \$_____

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Make all letters short and to the point.

[illegible]

NOTE—Early in the season we usually have in stock everything listed in this catalog but late in the season we frequently run short of some of the varieties, therefore when you order late please state whether we shall substitute another variety equally as good and as near like the variety ordered as possible or return your money for any stock we may be out of.

Answer:	Substitute	Return Money.
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Price List of Strawberry Plants

BY EXPRESS, RECEIVER TO PAY CHARGES

Express is by far the best and cheapest way to ship plants.

If interested in larger quantities we will be glad to quote on any variety we can furnish.

Early Varieties

	25	100	500	1000	per 1000 in 5,000 lots
BLAKEMORE	\$.75	\$2.00	\$5.50	\$ 9.50	\$ 9.00
FAIRFAX	1.50	5.00	12.80	22.00	21.00
PREMIER90	2.50	7.50	11.00	10.50

Mid-Season Varieties

BIG JOE	1.50	5.00	12.80	22.00	21.00
CATSKILL	1.20	3.50	9.90	18.50	18.00
FAIRLAND	1.00	2.80	8.00	14.50	14.00
MIDLAND	1.50	5.00	12.80	22.00	21.00
TEMPLE90	2.50	7.50	11.00	10.50
SPARKLE95	2.80	8.80	14.50	14.00
ROBINSON90	2.50	8.00	13.00	12.50

Late Varieties

RED STAR	1.50	5.00	12.80	22.00	21.00
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C. O. D. POSTAGE. Instead of including the amount for same with your order, just send the amount for the plants and we will place a C. O. D. tag on shipment for the cost of the mailing. This will cost 15c to 20c additional, as the Post Office Department makes a charge for the Money Order and return of it to us. It is so very difficult to correctly estimate the exact postage that we feel that this will be better than asking our customers to remit same with the purchase price of the plants at the time of ordering.

Parcel Post. This is generally cheapest for very small shipments up to the 6th Zone; and for larger shipments where the distance is not greater than 300 miles it is fairly satisfactory. For distances greater the mailing cost is very high.

Below is a table of approximate rates for each zone.

Zone	Miles	50	100	300	500	1,000
1st and 2nd	0 to 150	\$0.15	\$0.22	\$0.27	\$0.48	\$0.90
3rd	150 to 300	.20	.28	.45	.69	1.41
4th	300 to 600	.30	.46	.60	.99	1.95
5th	600 to 1000	.40	.63	.95	1.57	2.81

While always more than glad to make any necessary adjustments, we cannot be responsible for more than the original purchase price.



A close-up of a row of our Premier. Whether you need 100 or 100,000 we have them

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Select Strawberry Plants

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